

Message Text

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ACTION COM-04

INFO OCT-01 EA-12 IO-14 ISO-00 AGRE-00 CEA-01 CIAE-00
DODE-00 EB-08 FRB-01 H-02 INR-10 INT-05 L-03
LAB-04 NSAE-00 NSC-05 PA-02 CTME-00 AID-05 SS-15
STR-07 ITC-01 TRSE-00 ICA-20 SP-02 SOE-02 OMB-01
DOE-15 /140 W

-----066140 110855Z /15

R 110028Z MAY 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 3239
INFO USMISSION GENEVA
AMCONSUL MELBOURNE
AMCONSUL SYDNEY

UNCLAS CANBERRA 3614

USMTN

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: UNDER SECRETARIAL TASK FORCE ON US FOOTWEAR: CONTINUING
IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND BOOTS

REF: STATE 089279 (NOTAL)

1. DEPARTMENT IS ALREADY AWARE FROM PRIOR STUDY BY CONGEN SYDNEY
THAT OPPORTUNITIES FOR U.S. EXPORTS OF SHOES TO AUSTRALIA ARE
LIMITED. HOWEVER, EMBASSY AND CONGENS SYDNEY AND MELBOURNE HAVE
INVESTIGATED PROSPECTS FOR PURCHASES BY COMMONWEALTH GOVERNMENT
AND STATE GOVERNMENTS OF NEW SOUTH WALES AND VICTORIA OF FOOTWEAR
FOR ARMED FORCES, POLICE, ETC. THIS INVESTIGATION GENERALLY
CONFIRMS EARLIER EVALUATION OF PROSPECTS, BECAUSE OF BUY AUSTRALIA
POLICIES.

2. PURCHASES FOR AUSTRALIAN MILITARY ARE OPEN BID SYSTEM, AND
U.S. COMPANIES WOULD BE ALLOWED TO BID. HOWEVER EMBASSY WAS
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ADVISED THAT BECAUSE OF CURRENT DEPRESSED STATE OF AUSTRALIAN SHOE
INDUSTRY, IT WOULD BE UNLIKELY THAT A U.S. FIRM WOULD BE AWARDED
A CONTRACT. LOCAL REPRESENTATION WOULD ALSO BE ESSENTIAL AS A
PRACTICAL MATTER. BULK OF TENDERING IS HANDLED IN MELBOURNE.
ADDRESS OF PURCHASING AUTHORITY IS: JOHN PATIENA, ASSISTANT
CONTRACTS OFFICER, DEPARTMENT OF ADMINISTRATIVE SERVICES, 9TH
FLOOR, JENSEN HOUSE, 339 SWANSTON STREET, MELBOURNE, VICTORIA

3000. VOLUMES PER ANNUM ARE ABOUT; GENERAL PURPOSE - 20,000
PAIRS; DRESS SHOES - 20,000 PAIRS; MILITARY ANKLE BOOTS -
5000 PAIRS; MILITARY HARD, HEAVY BOOTS - 5000 PAIRS.

3. IN VICTORIA PRIMARY CENTRALIZED PURCHASING IS FOR FIREMEN.
PURCHASING IS BY INVITATION, WITH NORMALLY THREE COMPANIES INVITED
TO BID. IF AN OVERSEAS FIRM WERE TO WISH TO BID, IT WOULD BE
NECESSARY TO HAVE A LOCAL AGENT. IN ADDITION, VICTORIAL GOVERN-
MENT HAS A POLICY OF PURCHASING LOCALLY MANUFACTURED FOOTWEAR.
ADDRESS OF PURCHASING AUTHORITY IS: MR. ROBERT NEATE, CHIEF
PURCHASING OFFICER, MELBOURNE METROPOLITAN FIRE BRIGADE, 13
ANDERSON ROAD, THORNBURY VICTORIA 3071. VOLUMES PER ANNUM ARE:
SHOES - 2200 PAIRS; FIRE FIGHTING BOOTS - 1000 PAIRS; COSSACK
SERVICE BOOTS - 1000 PAIRS.

4. NEW SOUTH WALES GOVERNMENT LIKEWISE GIVES PREFERENCE TO LOCAL
MANUFACTURE, THOUGH PRICE APPEARS TO BE A SOMEWHAT MORE SIGNIFICANT
CONSIDERATION THAN FOR VICTORIA OR COMMONWEALTH. CONTRACTS ARE
FOR A SPECIFIED PERIOD OF TIME, AND AMOUNTS PURCHASED WITHIN
PERIOD OF CONTRACT ARE LIKELY TO BE VERY ERRATIC. TO BE ON
MAILING LIST FOR TENDERS, MUST BE AN ESTABLISHED AGENT-DISTRIB-
UTOR IN AUSTRALIA. ADDRESS IS: STATE OF NEW SOUTH WALES GOVERNMENT
STORES, FOOTWEAR SECTION, 1 FRANCIS STREET, EAST SYDNEY, NEW SOUTH
WALSE.

5. EMBASSY HAS BEEN PROVIDING ASSISTANCE WITH CUSTOMS PROBLEMS
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TO AN AMERICAN IMPORTER OF THERAPEUTIC FOOTWEAR. AMERICAN FIRM
LOST OUT TO LOCAL COMPANY WHEN DEPARTMENT OF VETERANS AFFAIRS LET
A CONTRACT FOR THERAPEUTIC SHOES, DESPITE LOWER COST, HIGHER
QUALITY, AND MORE VARIED RANGE. THOUGH THIS ILLUSTRATES THE
OBSTACLES AMERICAN EXPORTERS FACE IN SEEKING SALES TO GOVERNMENT
ENTITIES, IT IS POSSIBLE THAT AGENT RELATIONSHIP COULD BE ESTABLISH-
ED WITH THIS OR OTHER LOCAL FIRM SHOULD AN AMERICAN COMPANY WISH
TO TENDER FOR SUPPLY OF BOOTS AND SHOES TO GOVERNMENT ENTITIES.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CANBER03614
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780199-1017
Format: TEL
From: CANBERRA USMTN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780570/aaaachsa.tel
Line Count: 103
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: bf2f8ea0-c288-dd11-92da-001cc4696bcc
Office: ACTION COM
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 89279
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2726925
Secure: OPEN
Status: NATIVE
Subject: UNDER SECRETARIAL TASK FORCE ON US FOOTWEAR: CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND BOOTS
TAGS: BEXP, AS
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/bf2f8ea0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014